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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 26, 1946

Daily Progress Report on Famine Campaign Activities

National Garden Conference begins at 9:30 a.m. today in Jefferson Auditorium, South Building, and will continue through Thursday. Sessions this morning and early afternoon will be devoted to speeches by key figures in food and garden programs. At 2:45 p.m. committees will go into conferences. See conference program for details. Summary of remarks by Chester C. Davis is out in form of press release (USDA 629-46).

Press Releases Scheduled for Today

Combined Food Board announces allocations to U.S. of 7.6 million pounds of boneless sardines from Spain and Portugal. "Imports into U.S. of these semi-luxury products will make possible compensating shipments of less expensive fish to needy European countries."

Combined Food Board's Committee on Fertilizers announces it is gathering information on supplies and needs of fertilizers. Board is trying to reach an agreement regarding preliminary allocation recommendations for 1946-47 fertilizer year before the end of May. Because of India's urgent food needs, the committee also has agreed to additional shipments of ammonium sulfate to India in April from an extremely short world supply.

Radio Activities

Arrangements have been completed for representatives of garden conference to go on WRC's regular garden program (W.R. Beatty's) on Wednesday and Friday.

Chester C. Davis will appear on NBC world news show at 7:15 tonight for a 3-minute interview.

I.M. Ornburn, Chairman, Labor's Committee on Food and Nutrition, AFL, one of Garden Conference speakers, will appear on WOL local news program at 5:10 p.m. today for 5-minute interview.

Eugene Pfister, President of Men's Garden Club of America, also a Garden Conference speaker, will appear on Elinor Lee's WTOP homemakers program at 9:45 a.m. Wednesday.

A representative of KMA of Shenandoah, Iowa, who is attending Garden Conference, has arranged to make transcriptions of interviews with Secretary Anderson, Aylesworth and Stark for use on his farm program.

Al Stedman, speaking on World Food Situation, will be recorded Wednesday for the Mississippi Valley Network for its Saturday morning program.

2 - State
2 - National
Extension Service

State Extension Directors have been urged by telegram to confer with State food managers on possible plans for producing localized leaflets on conservation and production measures.

Miscellaneous

A special issue is being prepared of SERVING MANY for plant cafeterias.

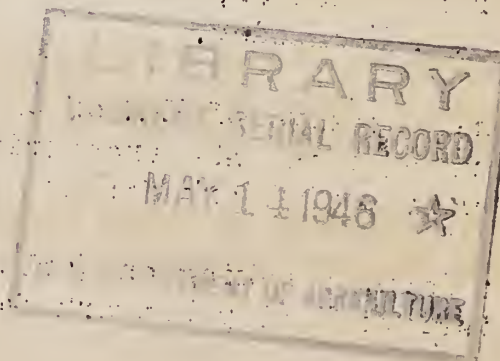
A 1200-word article on the food situation by Secretary Anderson will be supplied the Philadelphia Inquirer.

A campaign handbook for famine campaign leaders is under preparation.

Work has begun on a popular food leaflet for general distribution.

Forest Service is sending 1,000 fact sheets on Famine Emergency Campaign to forest rangers. A letter asks the rangers to contact lumber camps on food conservation measures.

American Junior Red Cross' offer of cooperation in production and distribution of leaflets and posters is being considered.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 27, 1946 No. 2

Daily Progress Report on Famine Campaign Activities

Meetings

FEC's third meeting was held Tuesday. Paul Porter of OPA, Roy Hendrickson and Morse Salisbury of UNRRA, Frank Bane of the Council of State Governments, and representatives of the State Department and OWMR met with the committee. Highlights of the meeting as outlined by Chester Davis at a press conference: (1) Exports are "not too discouraging in the light of the goal of 6 million long tons of wheat in the first 6 months." (2) "There is no use talking about consumer rationing for wheat products and fats at this stage." (3) The FEC passed a resolution asking the Secretaries of Agriculture and Commerce, with OPA, to study a program to reduce livestock. (4) Mr. Hoover's itinerary has been extended to include India. (5) The Committee is of the opinion that wheatless days, proposed as a conservation measure, is not practicable.

The National Garden Conference goes into its second day today with speeches carrying through to 3:20 when committees will report. See today's Daily Press Summary for excerpts of talks given Tuesday.

Representatives of the Advertising Council meet with Mr. Davis this morning. They are outlining their campaign proposals. Included is a prospectus for a major network radio program tentatively scheduled for the middle of April.

Walter F. Straub will speak tomorrow at a meeting of the National Restaurant Association in Chicago.

Field Activities

Reports on State and local activities in the famine campaign are being received from State Food Program Managers and State Extension offices. These reports are now being highlighted.

A letter has gone to State 4-H Club leaders from the regional leaders. It gives food situation background and suggests campaign points that can be emphasized in the club program.

Extension's weekly letter to State Extension Editors was dispatched Tuesday, rounding up week's developments in famine campaign.

Publications

March issue of Agricultural Situation was out Tuesday. It includes articles summarizing food and feed situation, production and conservation measures being undertaken.

PMA has supplied American City Magazine, published in New York, with food program background and photos for an early issue.

Movies

OWMR is going to provide several hundred prints of "Freedom and Famine", a 10-minute short showing the need for food, produced by Pathe. The prints are 16 mm. and will be distributed by USDA. First prints are expected to be available by April 10.

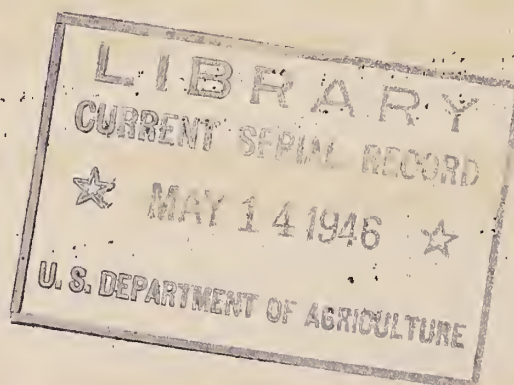
Radio

L.K. Norris, chairman of Industrial Advisory Committee, National Garden Institute, will go on the WOL news program today instead of Mr. Ornburn who was originally scheduled.

Miss Kate Fox, former president of the Garden Clubs of America, and Mrs. William Champlin, president of the National Council of State Garden Clubs, will appear on W. R. Beatty's garden program over WRC today.

Saturday's Consumer Time program will be on "Seeds---to Fight Famine."

A Homemakers Chat is on the way on home canning and a Farm Flash is being issued urging increased corn acreage.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 28, 1946 -- #3.

Daily Progress Report on Famine Campaign Activities

Organizations

The American Red Cross has taken steps to press its activities in the Famine Emergency Campaign. A letter has gone to each of the five Red Cross Area offices enclosing a suggested communication from them to Red Cross Chapter chairmen, a list of actions that local chapters can take to promote food conservation, and a copy of the USDA Famine Emergency Campaign fact sheet. Said the letter to area chairmen: "...please call together your administrator of Chapter Service, medical director, the directors of Nutrition Service, Junior Red Cross, and Public Information, the administrator of Volunteer Special Services, and such other members of your staff as you may wish, for the purpose of explaining the place of the American Red Cross in this campaign and developing a plan for giving coordinated area direction. You should also have contact made promptly with the state managers of the Famine Emergency Campaign and the state nutrition committees of the Department of Agriculture. It is, of course, important that the activities of the Red Cross in this campaign be coordinated with those of other groups and agencies, on national, state, and local levels."

Youth agencies, such as Boy Scouts represented by E. H. Bakken of Boy Scouts of America, called to offer cooperation and ask what youth agencies might do. They are working out cooperative program suitable to their audience.

Radio

Story on home gardens has gone to INS and a piece on the use of oatmeal as a substitute for wheat has gone to the UP Food Front service.

An announcement plugging wheat conservation has been prepared for the Farm and Home sustaining spot.

Radio Roundup which goes to directors of women's radio programs in its current issue carries several items on gardening, the garden conference and the famine campaign.

Yesterday's garden conference radio programs went off as scheduled. (See yesterday's report.)

Press

A USDA press release announcing a sweet potato price support program is being issued today.

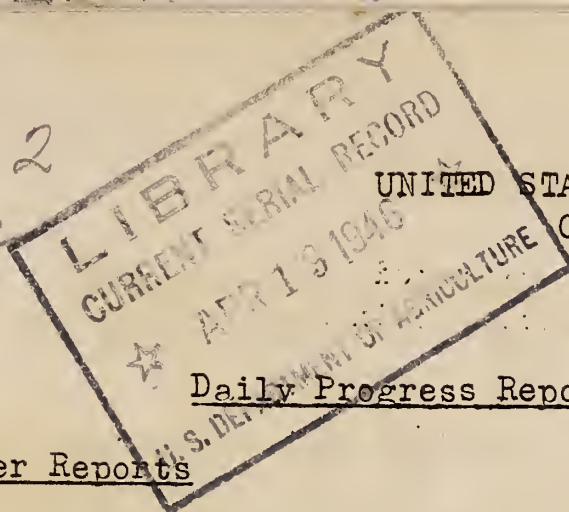
A release went out late Wednesday announcing that, effective April 1, the quantity of wheat and other grains permitted to be used for mixed feed manufacturers under WFO 144 in designated western areas would be reduced from 85 to 80 percent.

Garden Conference

Today's program for the National Garden Conference involves a visit to the Plant Industry Station at Beltsville. The conference will hear about and observe the latest research developments in gardening and horticulture at the Agricultural Research Center. Also included will be a tour of greenhouses and experimental plots to see work in progress with vegetables and ornamental crops.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 29, 1946 -- #4

Daily Progress Report on Famine Campaign Activities

Hoover Reports

A report on famine conditions in three countries visited by the Hoover party was received yesterday from Mr. Hoover and Dr. FitzGerald, and a press release giving the text was issued late in the afternoon. Food conditions were described as "difficult but not intolerable, provided present rations can be maintained." The countries covered were France, French North Africa and Italy. The conclusion reached by Hoover and FitzGerald is that it is vitally necessary for the American people to reduce their consumption of bread, wheat products and fats by the amounts recommended by the FEC in order to support the program of shipments of those commodities to Europe.

Commenting on the report, Chairman Davis said: "The report shows that...hunger has not yet reached a stage so advanced as to put the people beyond reach of help. It means that food shipped from this country now or soon can arrive in time to prevent mass starvation. So now let us all make haste to use the opportunity we still have to conserve food at home and save lives abroad..."

Field Activities

Organizational work is being completed and informational programs are well under way in all areas, according to reports that have now been received from a majority of State emergency food program managers. Highlights of State activities:

***In several States, committees have been appointed or assignments made among agencies represented on the USDA Council to undertake action on following lines: (a) Food production on farms, with emphasis on needs to meet production goals; (b) food conservation, (c) salvage of fats and oils; (d) victory garden program, (e) development of cooperation of food trade groups, (f) information program including press, radio and public meetings.

***Former service men are being used to a considerable extent in giving a picture of conditions in war areas.

***In many States, Extension Service is cooperating with food program managers in preparing and publishing circulars or handbooks.

*** Several governors helped add impetus to the program by issuing proclamations.

*** Contacts are being made with the food/trade groups to enlist their cooperation.

Pictures

Two photographic features have been completed by the Office of Information for the Famine Emergency Campaign. These have been submitted to magazines and newspapers and one has gone to women's page editors with Food and Home Notes. One feature of six pictures tells the story of how potatoes may pinch hit for wheat; photos show testing of recipes in BHNHE kitchens. The other has seven pictures, also emphasizes how soups save wheat for starving nations; the photos

show potatoes being graded and packed in a plant operated by Pennsylvania Cooperative Potato Growers Association near Coudersport in Potter County and hauled to nearby towns.

Pictures of famine conditions in Europe have been obtained from UNRRA, and USDA is printing up a number of sets of the best pictures. These will be available to field people who have specific publication outlets and to people here who receive requests from papers and magazines.

Movies

An additional movie has been obtained for use in the Famine Campaign--SUFFER LITTLE CHILDREN, produced by the Canadian Film Board. Three hundred prints will be processed of this film and 500 prints will be made of the FREEDOM AND FAMINE movie mentioned in this report March 27.

Single prints will be sent to the State Emergency food program directors, according to present plans and other prints will go to cooperating film libraries which customarily assist USDA in film distribution. Agricultural, civic, religious, women's clubs and other community groups may borrow prints from the film libraries.

Prints should be generally available after the middle of April.

Press

Recommendations of the Garden Conference for a national goal of 20 million victory gardens in 1946 are contained in press release 664 issued late yesterday.

Two stories on the famine campaign and pictures have been sent to the Negro press.

The USDA Clip Sheet carries stories on potatoes as a substitute for wheat and on victory gardens.

Food and Home Notes which goes to women's page editors is due to go out today. It carries stories on use of the new flour, use of potatoes for wheat, and the reminder to gather canning equipment for home use.

The weekly letter to farm paper editors goes out today, giving a roundup of campaign activities.

Radio

Three stories in the GOOD EATING series for United Press are going forward today. They're on fish, eggs and bread--all tying into the conservation program.

A spot announcement urging increased wheat acreage has gone to the National Farm & Home Hour program.

A Farm Flash on the need for increased flax acreage was issued yesterday.

The Radio Farm Directors' letter, sent out today, rounds up the campaign.

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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 1, 1946 -- #5

Daily Progress Report on Famine Campaign Activities

Press

USDA's Clip Sheet, "Fat Salvage Information," is being slanted to stress the need for reusing fats as much as possible before salvaging. The Clip Sheet is supplied to newspapers.

These releases went out late Friday:

Production period extended for canned tomato subsidy payments. #684.

Choice and good beef removed from set-aside. #680

Feed restrictions. #672

OFAR reports Asia's rice supplies critically short. #676.

Radio

Saturday programs: ***CONSUMER TIME --- "Seeds to fight famine." ***NBC's FARM & HOME HOUR --- summarized food situation, FEC meeting, Hoover report, and garden conference. ***ABC's AMERICAN FARMER --- discussed feed order and garden information.

Paul Stark and H. W. Hochbaum appeared on WRC's garden program Friday.

The weekly letter to Radio Farm Directors contains items on famine developments, garden conference, feed grain order, price support announcement, FAO plans.

Good Eating stories for UP included: Garden Gems and Oatmeal Instead of Wheat.

Homemakers' Chats and Farm Flashes on gardening went out Friday.

Transportation

Secretary's memo 1157 says: In order that the activities of USDA shall be coordinated, all persons directing the procurement and movement of commodities are requested to consult Edgar B. Black, transportation officer, PMA, in the development of any major program that will require use of railroad transportation.

Broadside

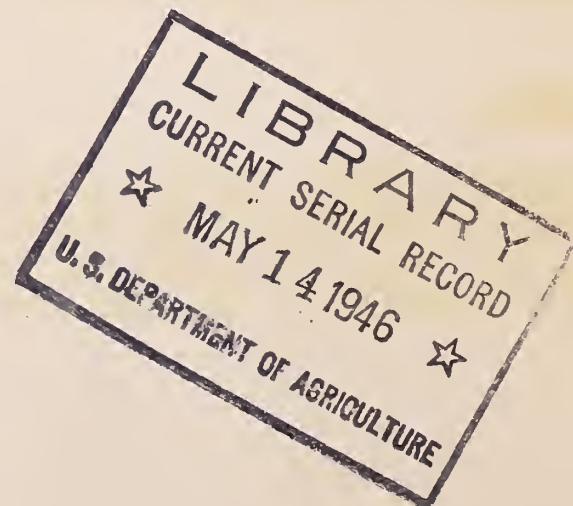
A broadside, 8 $\frac{1}{2}$ x12, urging consumers to save wheat and fats has been issued by the Women's Division of the Democratic National Committee. "We must share our wheat, our rice, our sugar, our fats and oils," it says, in order to "show the world a democracy is the best form of government."

Secretary's Speech

Secretary Anderson Saturday evening addressed the American Public Relations Association on "Public Relations at Home and Abroad." Full text of the speech has been issued as press release #678. "Our food program is the greatest public relations job of all time. It involves the noblest words and the noblest deeds of which mankind is capable. It demands the best work of the best brains and the strongest backs. But remember this one thing: Neither words nor mere effort will suffice---only food will do the job."

Campaign Handbook

A handbook for campaign workers and leaders is in process of preparations. It will **cover** background information on the need for food and on the program designed to make food available for export. It is more extensive than the fact sheet. It will receive the same distribution to USDA workers as was given the last famine fact sheet.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 2, 1946 -- #6

Daily Progress Report on Famine Campaign Activities

Anderson-LaGuardia

Secretary Anderson and UNRRA's new Director General LaGuardia held a joint press conference at USDA yesterday afternoon. Said LaGuardia: "A great many of the fears that I have had have been dispelled as a result of this talk (with Mr. Anderson)." Asked what he thinks about rationing, Mr. LaGuardia replied, "My job is to get the food."

Mr. Anderson reported at the press conference that meat shipments for the first quarter were about 450 million pounds. He pointed out that this amount--which is close to the quota--was achieved in spite of the meat strike. The government, he declared, would definitely move a billion pounds (which is the quota) during the first half of the year.

The Secretary said he could not disclose the definite figures on wheat exports for March but that he hoped to have a report out by the end of this week. He said he was sure shipments would be close to the million ton quota.

Press Releases

Release 696 which was out yesterday announces changes in War Food Order 144: (a) reducing wheat inventory limits of millers and mixed feed manufacturers in 15 States from 45 days to 30 days---a reduction of 33-1/3 percent---(b) permitting a reduced extraction rate on flour exported to the tropics---to prevent the possibility of flour spoilage in hot climates.

Pointers for overweight persons: See release 682 which summarizes BHNHE hints on how to reduce and help the hungry.

Field

A message on the food campaign has been sent to the Future Farmers of Indiana for use in their news letter.

Mr. LaGuardia will help Vermont kick off its food emergency campaign Thursday. He will speak at Burlington, Vt. and the address will be broadcast over CBS at 11 a.m., EST.

PMA's weekly Farm Letter goes to State offices today. A roundup of famine campaign activities leads off the letter.

Extension Editor Letter is sent to state editors today giving them a summary of famine program developments.

Radio

Radio Roundup on Food which goes to directors of women's radio programs went out yesterday. It includes stories on Hoover-FitzGerald report, children's security, garden goal, garden planning.

John Baker represented USDA on a special program inaugurating a farm program series over WEAF, New York, yesterday. He reported on food conservation, garden and food production programs.

FAO

In a release for this morning, FAO announced that it had called a meeting on urgent food problems for May 20 in Washington. Invited to the meeting are representatives of UNRRA, the Combined Food Board, and other international organizations concerned with food, together with men from contributing countries. Object of the meeting is to coordinate efforts to meet world food needs in the winter of 1946-47 and throughout the following year. Distribution control desk has a very limited number of copies of this release.

At the same time the White House announced that the President has set up an inter-agency food committee to work closely with FAO. Secretary Anderson or his nominee is to head the committee. Other members include representatives from: State, Treasury, Commerce, Interior, Labor, Federal Security Agency, and Budget Bureau.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 3, 1946 -- #7

Daily Progress Report on Famine Campaign Activities

Wheat Purchase Plan

To speed the movement of wheat off farms for relief of the current famine emergency abroad, the Department yesterday afternoon announced it will buy wheat from farmers, for immediate delivery to CCC, at the market price on any later date the seller may elect on or before March 31, 1947. See press release 704.

Organizations

A sample layout for a famine campaign window sticker is being prepared for use by organizations cooperating in the campaign. The organizations which take on the job will take care of printing and distribution of the sticker.

Suggested copy for a pledge that organizations and others may use in their programs to promote food conservation is being prepared.

Lists of conventions and meetings of citizens organizations during the next few weeks is being compiled. Also to be compiled is a list of potential speakers, in and out of government, who may be called upon to fill speaking engagements.

Publications

The Office of Information has prepared a list of available USDA publications stressing food conservation, preservation and victory gardening. Field agencies in the Department will send copies of the list to their field people who can place orders for quantities needed. The publications were mostly prepared during the war for wartime use but those listed are still pertinent and will be of assistance in the famine campaign.

Arrangements are being made to supply a speaker, a famine film and a food exhibit at the June convention of the General Federation of Women's Clubs.

Radio

A recording was prepared yesterday for the Mississippi Valley Network on the feed order and wheat purchase plan. Carl Farrington was the speaker.

Meetings

The semi-weekly meeting of all government agencies having a part in the famine campaign is being held this morning. The object of these meetings is to coordinate activities of the various agencies, to discuss projects underway and still to be launched, to assign responsibilities and review campaign developments.

USDA Movies

Promotional materials for the two famine movies to be distributed by USDA is now being completed and will be sent out within the next few days. The two movies are FREEDOM AND FAMINE and SUFFER LITTLE CHILDREN (see daily progress report #4. Shipments of prints will begin the first of next week to cooperating film libraries and to State emergency food program directors.

Last week telegrams were sent to 72 film libraries announcing Freedom and Famine and requesting orders for prints. Up to yesterday requests had come in for a total of more than 300 prints from 68 of the libraries.

This week letters outlining the famine film program will go to these libraries which customarily handle Department film distribution plus about 125 others added to help in the famine campaign job.

In addition to the telegram and letter, a promotional flier describing the films and suggesting how it may be used is planned for distribution to the libraries, all extension workers, vocational teachers, about 20,000 schools, national farm organizations for their State and local offices, garden clubs for their State and local offices, and churches serving rural areas.

A fact sheet describing the Famine Emergency Campaign will be prepared to accompany each print as a means of assisting persons who will put on the showings.

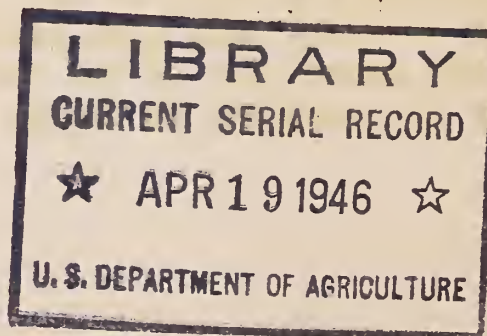
Commercial Movies

Eric Johnston's Motion Picture Producers and Distributors Association has assured OWMR and the FEC that two 200-foot trailers on the famine program will be produced and attached to every newsreel released in the next two months, one trailer going out in April and the other in May. This means the trailers will be shown in all commercial motion picture houses the country over.

In cooperation with the Motion Picture Producers and Distributors Association, the OWMR is negotiating with individual producers to get short subjects on the famine program for showings in June and July.

Model Community

A layout of newspaper clippings describing the extensive community activities being undertaken in the D.C. area in connection with the famine campaign is being prepared in quantity for distribution to State and county campaign workers. The layout will serve as a source of ideas that can be tailored to fit any community or used as is in promoting citizen participation in the famine campaign.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 4, 1946 -- #8

Daily Progress Report on Famine Campaign Activities

RADIO. . . Secretary Anderson yesterday explained the Department's new wheat purchase plan in a broadcast over NBC. His message to wheat farmers: "Wheat held in your granary while you wait for a rise in price cannot feed hungry children. Deliver your wheat now---and collect for it later if you choose to do so. But, for the sake of hungry children, deliver your wheat now."

PRESS. . . The photo service is preparing for later release a picture feature on some of the "do" and "don't" practices in wheat conservation. Contrasting pictures point up open face sandwiches and pies, two-layer instead of three-layer cakes, etc.

VISUAL. . . Representatives of the Office of Information outlined the famine campaign for the weekly meeting of the Washington Visual Workers yesterday.

Displays for meetings of citizens' organizations are being prepared.

MATERIAL IN THE MILL. . . The Advertising Council's "Campaign Guidebook," now being printed, will be distributed by PMA to State and county offices and to Food Distribution Advisory Committees, by Extension to Extension Editors. The guidebook contains a series of about 15 large advertisements, suggestions for trade tie-ins, and material for use in retail food stores. It has layouts for outdoor posters, overwire hangers, ad drop-ins and mats. Intended primarily for all national advertisers and advertising agencies, it will be given USDA distribution for the help it will give USDA workers in contacts with local advertisers.

A 3-page question and answer piece on "Facts about America's 80% Extraction Flour" has been prepared by BHNHE and is now ready for processing.

An idea sheet is being prepared for use of citizens' organizations. The sheet will give suggestions for promotional activities and will be issued in connection with the campaign handbook now in preparation.

"Children Are Hungry" is the title of an article to appear in the forthcoming issue of THE CHILD, monthly bulletin of the Children's Bureau, Labor Department. Reprints of the article will be distributed to USDA people.

REA. . . Administrator Wickard of REA has sent a letter to all REA borrowers urging full support of the famine program.

INDUSTRY CONTACTS. . . The Washington Restaurant Association has been supplied with copy and artwork done in PMA for a conservation poster. Designed for use in the Washington Metropolitan Area, the poster will be printed in quantity in time for the D.C. mass meeting April 11. The association is mailing by Thursday of next week sample copies to all State and local restaurant associations in the U.S. Individual associations and restaurant chains will be urged to buy quantities for their own use. Copies of the poster will also be sent to the government chairmen of all local Food Distribution Advisory Committees.

PMA has in preparation a flyer listing specific ways that public eating places can participate in the food conservation program. The aim is to have copies ready next Thursday.

Walter Straub and Nathan Koenig met with Washington Trade Association executives yesterday and discussed the food emergency program in its relation to industry.

FIELD. . . Throughout the country, PMA State offices have held special meetings of local Food Distribution Advisory Committees on the famine program, and 72 have reported their minutes including specific programs of action. These committees, located in some 175 cities, represent all segments of the food trade and have had representatives from related groups present.

Examples of things done:

*** The Denver committee reported that posters are being prepared for use on the front of street cars and also material is being prepared for the "read-as-you-ride" publication of the Denver Tramway Company.

*** In Kansas City the committee arranged with the Retail Grocers Association to produce 5,000 large placards for exhibition in stores, restaurants, hotels. The placards point up the need for consumer cooperation to insure the success of the conservation program.

*** In Detroit, the Board of Education is taking steps to conserve food in lunchrooms and to educate all children in need and methods of saving food.

*** Use of a special milk bottle cap or label by all local dairies to emphasize food conservation in the home is one of the plans undertaken by the St. Louis Food Distribution Advisory Committee.

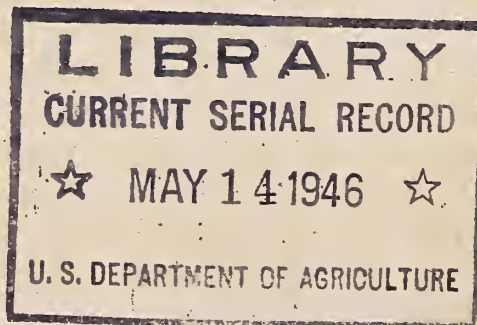
REPORTS. . . Phil Aylesworth is receiving weekly reports of the State food emergency program managers and is compiling digests. From time to time highlights will be included herein.

*** Ohio and Michigan have prepared handbooks containing facts on the Emergency Food Program, news material, and program suggestions. The books have been sent to county workers.

*** Missouri, Kansas, Colorado, Florida, and Georgia have outlined a suggested program to be undertaken by County USDA Councils, County Program Managers have also been supplied material for use in explaining the program, instructions to managers and their responsibilities and suggested actions.

*** In Nevada a survey of the supply of wheat for feeding purposes is being made. Meetings to discuss ways of conserving the supply are being held. A survey of idle cropland is underway in an attempt to meet production goals.

*** In Kansas production goals have been compared with the March intentions report of BAE and a campaign undertaken to reach the goals.



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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 5, 1946 -- #9

Daily Progress Report on Famine Campaign Activities

Radio Series on Famine

Six 15-minute radio programs on behalf of the Famine Emergency Campaign will be presented over WINX, every evening at 7:30 p.m. next week, and transcriptions of the broadcasts will be sent by Eugene Meyer to all member stations of the National Association of Broadcasters.

Following are programs for which arrangements are complete:

THAT MEN MAY LIVE, a panel discussion by Secretary Anderson, Asst. Secretary of State Will Clayton, Famine Committee Chairman Chester Davis, and USDA Famine Program Director Walter Straub, April 8.

COMMENTATORS' ROUNDUP, a panel discussion on "More people are hungry today than at any time in the world's history. What are our obligations?" Drew Pearson, Ernest K. Lindley, Joseph Allsop and Marquis Childs will participate. April 9.

HOW DOES THE PRESIDENT'S FAMINE EMERGENCY APPEAL AFFECT MY KITCHEN? Elinor Lee, WTOP's home economist, and Lucille Cohan of USDA will present cooking instruction and nutritional advice. April 11.

YOUTH TAKES A STAND ON THE FAMINE EMERGENCY. Mrs. Hazel Markel of WTOP staff will conduct ad lib interviews and discussions with teen agers on what they can do to help feed the teen agers abroad. April 13.

Red Cross

Plans are under discussion with Red Cross representatives for carrying out a program including:

CHECK-LISTS FOR THE HOME. These will list for the housewife specific actions for making her best contribution to the famine campaign. The Red Cross will supply copies in bulk to schools throughout the country and each school child will be asked to take a check-list home. (This is still tentative).

MOBILE CANTEENS of the Red Cross will be used by the organization's trained nutritional aides in putting on demonstrations on how to balance meals while conserving the critical foods.

INFORMATION CENTERS maintained by the Red Cross will be instructed to provide information on the famine campaign, the need for saving food and what the individual can do.

RED CROSS OUTLETS. The organization has access to public information outlets which it will use to stress the famine campaign. For example, it may be able to devote 15,000 transit ads and part of its radio time to the campaign.

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U. S. DEPARTMENT OF AGRICULTURE

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Report from Hawaii

E. C. Auchter, formerly of ARA, now president of the Pineapple Research Institute of Hawaii, reports he is chairman of the Hawaii Famine Emergency Committee which includes 16 local business, labor and government representatives. They plan to contact and obtain the cooperation of schools, plantations, motion picture theatres, churches, restaurants, hotels, public utilities, housewives and others.

* REPORT ON SHIPMENTS *

* A press release is going out this morning giving a report on wheat
* exports during the first quarter. Here are the figures by months:

* January - - - - 1,046,000 long tons (this exceeded goal)

* February - - - - 885,000 " "

* March - - - - 896,000 " "

* This makes a total of 2,827,000 long tons, or 173,000 tons short of
* the mark for the quarter.

Donations

The Department announced to the press yesterday that it will accept wheat donated for shipment abroad. Donations must be at least in carload lots (a minimum of 1,350 bushels) and freight either prepaid or collect. Those wishing to make donations should get in touch with Regional Directors of the FMA Grain Branch, located in Chicago, Minneapolis, Kansas City and Portland, Ore.

Radio

M.W. Thatcher, president of National Federation of Grain Coops and general manager of the Farmers Union Grain Terminal Assn., and Tom Campbell, Montana wheat farmer, will speak on the wheat purchase plan over ABC network's American Farmer program Saturday.

Pictures

FMA is making arrangements to get a picture-story of wheat moving off the farm, into the country elevator and onto port-bound freight trains. The pictures will be taken in North Dakota.

Extension Meeting

At the Quarterly Extension Conference here this week, a dramatic presentation, "Production Conference of Foremen on Uncle Sam's Farms, Inc.," reviewed the need for more food, stressed the need for agency coordination. Mr. Straub spoke to the conference on the famine campaign.

Note

The Food Information Calendar which will be distributed Monday contains a round-up of week's activities in the Famine Campaign and also lists information materials in the mill currently.

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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 8, 1946 -- #10

Daily Progress Report on Famine Campaign Activities

Report on Information Material

FAMINE CAMPAIGN ROUNDUP. Background information for State food program managers, this includes such items as: (a) facts on what a saving of two slices of bread a day can do, (b) summary of Army conservation program, (c) brief reports from famine countries on current status, (d) what state people have begun in famine campaign, (e) statement on plentiful foods, (f) fat salvage background.

TEXT OF POPE'S FAMINE ADDRESS will be distributed to the field as soon as it is processed.

POSTER. Suggested copy for a famine poster is now at OWMR. Copy is based on a message from Truman.

Food Industry Contacts

In preparation is a 2-page flyer on "How Grocers Can Help Fight Famine."

Trade and consumer fact sheets on eggs have gone forward to State offices and national trade groups.

Press

Friday releases included: U.S. offers sugar purchase proposal to Cuba--728; World cattle numbers decrease---723; First quarter exports of wheat and flour--724; Dairy farmers urged to make full use of pasture and roughage---729; Hoover describes European food situation---731.

The weekly letter to farm editors went out, carrying information on food conservation program.

Radio

N.E. Dodd, M. E. Thatcher and Tom Campbell discussed the wheat purchase plan on the ABC American Farmer program Saturday.

News summaries of the wheat plan, grain shipments and a plug for home canning were included in the NBC Farm and Home Hour, Saturday.

Consumer Time Saturday program gave information on how to use the new flour and presented a talk by Mardickian, owner of the Omar Kayham restaurants, San Francisco.

European Menus

Typical menus from four famine countries have been compiled by UNRRA for use in the campaign.

Field

Excerpts from State food program managers:

A State Emergency Food Committee composed of leaders of trade and industry, press, service clubs, schools, churches, farm organizations, and women's clubs has been established in some States to meet with the USDA Council members. Arkansas, California, Colorado, North Carolina, and Oregon have such committees. Advisory committees composed of representatives of these civic, social and educational organizations were established to work with the Council in certain other States.

In Michigan and Colorado district meetings are being held with County Council members to outline aims and plans for the State and county programs. Indiana held a state meeting of County Managers to develop plans. New York plans to call County Council representatives together in a state-wide meeting with working meetings throughout the State scheduled as a follow-up to the State meeting. In setting up meetings and in carrying out the program in the county, the expansion of the regular membership of the County Council by inviting representatives of the Chamber of Commerce, service clubs, churches, civic groups, schools, and city and county governments was emphasized in these States.

In New Mexico as a result of the drought in 1945, feed grains are practically exhausted. Therefore, efforts toward food conservation are directed toward elimination of waste and substitution of abundant foods for scarce foods.

A campaign is being undertaken in Massachusetts for increased fertilization of pastures to get early pasture feed to save grain. A Feed Conservation Committee in Pennsylvania is encouraging the growing of more grain, more efficient feeding to save grain, and fertilization of pasture.

The Food Industry Advisory Committees have been utilized in the program to enlist cooperation of other organizations, particularly in Ohio, Michigan, Missouri, Georgia, South Carolina, and Wyoming. In New Hampshire this committee prepared cards for distribution to restaurants, hotels, grocers, and other trade groups.

In many States letters and information kits have been sent to state grocers, bakers, hotel and restaurant associations and meetings have been held with these groups in order to solicit their support in acquainting members with the famine program. The Hotel and Restaurant Association in Illinois will contact all members and encourage the use of placard display signs, table tent cards, menu advertising, etc.

In Pennsylvania a group of ministers met to prepare sermon outlines on food conservation and in New York the aid of the state-wide church group was enlisted.

